

**ENGAGE,  
INSPIRE, ENERGIZE...  
ENJOY!**

**Richard Laible**

“Once you get people laughing ...  
they’re listening.”

- Herb Gardner

## **My Core Belief:**

**"I'm committed to helping people reach their full potential. I use humor to get people to better engage and bring important ideas to life in a fun way."**

# THE DIFFERENCE BETWEEN A MEETING FACILITATOR & PROFESSIONAL CORPORATE EMCEE

## Meeting Facilitator:

Introduces guests

Tells Jokes

Handles Housekeeping

# Professional Corporate Emcee

- Provides personalized and entertaining introductions of speakers, segments and topics.
- Imparts Housekeeping with humor and enthusiasm
- Gets the audience to really listen to your message!
- Opens the event each day in a fun, upbeat, and highly interactive manner.
- Maintains a dynamic and engaging flow and pace to the activities and agenda.
- Sustains audience involvement and interactivity.
- Does homework on your company, speakers, messaging, etc. Simply put: prepared.
- Monitors and adjusts the meeting's mood and pace with a variety of humor, audience interaction, magic, and stories ...whatever it takes.
- Stays flexible and can enhance any activity as the meeting moves from presenters, to panels, to awards, golf outings, etc.
- Funny? Yes. But the difference is they do much more than just makes the attendees laugh. They make the meeting work better.

# Speaker Info Sheet

**Engages Speaker**

**Personalizes Speaker to Attendees**

**Settles Speaker into role**

**Transitions Speaker's Intro → Time on stage**

**Sets the stage for presentation**

**Introduces Topic**

**Starts Presentation off with a Smile**

To: All Speakers at MPI-NCC Professional Education Program 2015

From: Richard Laible – Emcee.

Hello. My name is Richard Laible and I will be acting as host and moderator for MPI-NCC's Professional Education Program you will be attending in Palo Alto. As you have probably heard, you are speaking at this meeting. Well, I'm responsible for introducing you, your topic, possibly a lead in question or two, and assisting with any Q & A. We want to keep our interactions fun and casual. I welcome any and all ideas you may have for ways that I can help facilitate your on-stage time - be it serious or fun and different. The bottom line is that I am here to help.

What we need you to do is fill out **all fields** in the form on the next page. This will be used very briefly at the top of your introduction to settle everyone in and for the audience to get to know you (it helps personalize the show and actually makes them care more about the subject matter). Once you have it completed please e-mail it back to me at [Richard@RichardLaible.com](mailto:Richard@RichardLaible.com).

If you have any questions or concerns feel free to contact me at (847) 446-2425 or e-mail me at the above address. Thank you and I look forward to meeting you and having a great conference.

Regards,

Richard Laible

[www.RichardLaible.com](http://www.RichardLaible.com)

- **NAME:** **Pronunciation:**
- **JOB TITLE:**
- Subject matter:
- My 2015 New Year's resolution is:
  
- Use only one word to describe yourself:
  
- One accomplishment you're most proud of:
  
- Worst past job:
  
- Most famous person I ever met:
  
- People would be amazed/interested to find out that I:
  
- Anything else one might find of interest:
  
- An opening question to kick-off your discussion/presentation:



After your presentation I may go out into the audience and ask a question or two garnered from your presentation. These should be salient points you want the attendees to walk away with. The questions can be Multiple Choice, True/False or Fill-In The Blank. Make them easy or hard and as fun as you wish. The attendees that answer the questions correctly will win a small gift (TBD). And please, let me know which answer is correct.

### 1) Question

- a.
- b.
- c.
- d. (I'll fill this in)

### 2) Question

- a.
- b.
- c.
- d. (I'll fill this in)

True or False:

Fill in the Blank:

- Relax, more connected to attendees
- Breaks down barriers
- One of us
- Boss – now a guy

# Team Challenge

- Stephanie Franco – SpotOn events

## **Rationale:**

Provide an enduring sense of motivation, teamwork and accountability among every territory manager and regional manager throughout the week long NSM. Capitalize on the inherent competitive nature of our TM's and RM's (regions), serving to keep each individual actively engaged throughout the meeting.

## Overview:

- At the kickoff of the meeting, the T.E.A.M. Challenge is introduced to the TM's and RM's (regions). The program will be introduced by the directors with a short explanation of rationale to set expectations for the entire meeting that each and every territory manager and regional manager (regions) will be held accountable for information presented throughout the week. Basic challenge contest rules and prizes for top two regions will be announced at the Final Gala on Thursday. Prizes will include AMEX gift cards and small electronics such as an I pad, Kindle, or camera, etc.
- Throughout the week TM's and RM's (regions) will have the opportunity to earn "T.E.A.M. Bucks" for their regions through a variety of means. Opportunities to earn "T.E.A.M. Bucks" would include post presentation pop written quizzes (with predetermined values), integrated game show type activities in general or breakout sessions (e.g. Jeopardy, Family Feud, Let's Make a Deal, etc.), as well as through discretionary "T.E.A.M. Bucks" given to each presenter and emcee to distribute as they wish for active participation such as excellent role playing, correctly answering questions etc. At the end of each day, discretionary "T.E.A.M. bucks" must be turned into contest administrator (Stephanie Franco) to be tallied and counted towards daily team totals along with the pre-scheduled earning opportunities (quizzes etc).
- The T.E.A.M. Challenge will culminate at the group team building on Thursday afternoon in which regions will again have the opportunity to earn "T.E.A.M Bucks" in a bocce ball tournament.
- At the kickoff of each day, standing results will be displayed at the start of the general session in PPT format, capitalizing on the strong competitive nature of our TM's and RM's as well as continuing to motivate and keep them actively participating during the meeting.
- Winning regions will be announced and recognized during Thursday's Gala Dinner and prizes will be distributed.

## Required Resources:

- 1-2 contest administrators to tally results each evening and put results into ppt template for general session.
- Prizes
- Design and printing of “T.E.A.M Bucks” (should have place for rep to write in name and region)
- Pre meeting communication with scheduled presenters to familiarize them with contest objectives in order for presenters to integrate “T.E.A.M bucks” earning opportunities into their sessions and presentations.
- Coordination with sales training team to design team building events and assign “T.E.A.M Bucks” values
- Creation of session post quizzes (where applicable) with “T.E.A.M Bucks” values
- Emcee to create game show opportunities within General Session time slots for regions to play each other and score additional points

## Welcome to Dana Point and your 2011 Align Technology NSM T.E.A.M. Challenge:

### What is the T.E.A.M Challenge?

The T.E.A.M. Challenge is a contest in which each sales region will compete throughout the week here in Dana Point. The two regions that earn the greatest number of T.E.A.M. Challenge “Bucks” will earn awesome prizes and bragging rights for a whole year!

### How do I earn T.E.A.M. Challenge Bucks?

Throughout the week, during general sessions, breakout sessions, and when you least expect it, each of you will have the opportunity to accumulate Bucks. Whenever you receive T.E.A.M. Challenge Bucks, you should turn them in at the designated T.E.A.M. Buck Drop located at the Align hospitality desk. You must write your name and region on each T.E.A.M. Buck turned in order to receive proper credit. There will be other opportunities to earn T.E.A.M. Challenge Bucks, such as pop quizzes, trivia and games, in which case the Bucks you score will be automatically added to your running total for the contest. Bucks will be added up each evening and first and second place prizes will be awarded to the top two performing regions at the Gala Dinner at the end of the week.

### Why are we having a T.E.A.M. challenge?

T.E.A.M. stands for Transformation, Education, Application and Motivation – all the essential components for a successful sales meeting.

If you embrace change, realize the value of the educational sessions presented for you, understand that you can apply what you learn, and stay motivated...then each one of us will have a dramatically successful 2011.

**Let's make it happen together!**

*To give your team a head start, write your name and region on the sample T.E.A.M. Challenge Buck attached to this memo and turn it in at the hospitality desk Buck drop. Voila, you are \$100 closer to victory!*

**T.E.A.M. CHALLENGE BUCKS**

Transformation, Education, Application and Motivation

**NSM 2012**  
NATIONAL SALES MEETING

-----  
RECIPIENT

-----  
REGION

**100**

T.E.A.M. CHALLENGE BUCKS

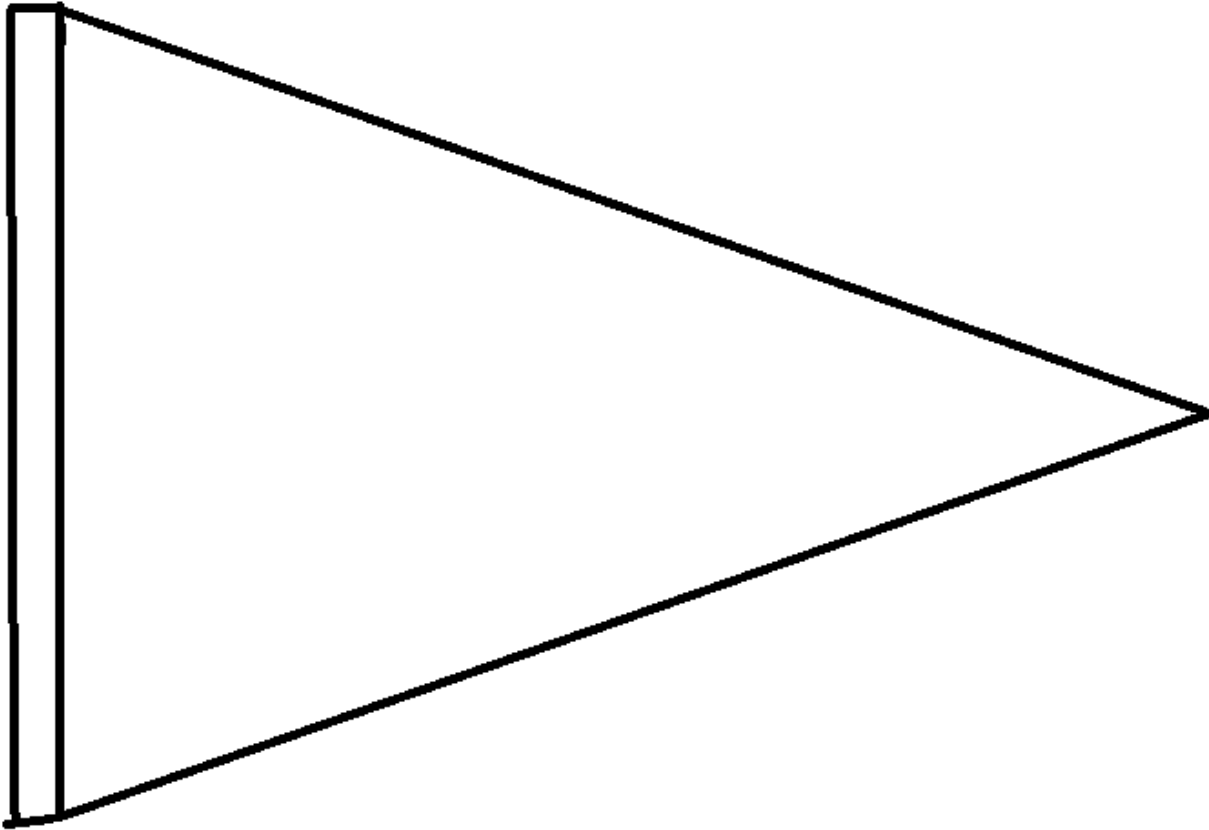
**T.E.A.M.**

100

100



# Pennant



# TEAM PENNANTS

## MATERIALS

- Different colored felt pre-cut into triangles and sewn
- Letters pre cut for each region's name
- Glue guns/glue sticks
- Glitter
- Ribbon
- Fabric
- Felt
- Scissors
- Puff balls
- Markers/paint?
- Sticks/holders

- **Challenge Games**
- Executive Team Squares
  - Nine executives on stage: Three sitting on stage, three in chairs, three standing all with X's and O's, cardstock for answers. Two regions against each other with one representative from each team playing. (15 minutes) Point value 500
- Who wants to be a Thousandaire:
  - (4) questions easy to difficult for one person 50, 100, 500, 1000 point values (5 minutes)
- Name that Ortho Problem
  - Spinoff of “Name that Tune” – Region selected, one representative from team on stage. Managers will be shown a picture of a mouth with a particular dental issue, and be asked to name it. Can be done multiple times. (2-3 minutes). Point values 100 or 500.
- Price is Right
  - Align product pricing or random dental hygiene products or any type of products to price compare
  - Select one region representative and have them play higher or lower game or move pre-printed dollar amounts around in front of 3-4 products on stage

- 2500 Point Pyramid
  - Two regions compete against together on stage. PPT reveals clues to audience and to person giving clues (10 minutes). Point values 100, 500, 1000 and up to 2500
  - Clues may be Align Technology related (or not)
- Let's Make a Deal
  - Two regions compete against together on stage. Two boxes on stage (one with gag gift, one with real gift) and one person planted with points/gifts. Richard to go through three people/regions. Then bring one or two back for chance to make a deal on item received. (15 minutes)
  - Items include: \$10 Starbucks, Whoopee cushion, bag of candy, \$100 to Best Buy, Kindle, etc.
- Regionalwed Game
  - All regional Managers on stage with one TM. They act as a “couple” answering questions (while away from each other) that show how well they know one another. This may work better with just two or three regions, not all regions. (10-15 minutes) Point value 100 to 250 for each correct answer
- Minute to Win It
  - Challenges on stage created by Richard that the representative gets a minute each to complete to earn points. This will be easy to more difficult challenges, earning points at each stage. (5 minutes) Point values increase as difficulty increases 100 - 500
  - Could be repeated over with another region

- Pictionary
  - (2) Flipcharts on stage with two regions competing against each other with two people from a region on stage (5 minutes) 500 points
- Region Feud: (2) Regions on stage using PPT questions, ringers (10 minutes)

# TRADE SHOWS

Why do people come to  
trade shows?

Why exhibit at trade shows?

- Generate Qualified leads
- Leads
- Entertain
- Teach
- Draw attendees
- To be bought/position themselves
- New Product
- Experts/executives/speakers/partners
- Marketing
- Spectacle/Buzz
- Giveaways
- Budget parameters →





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# Creative Process for Meetings & Trade Shows

- Questions, questions, questions
- Creative approaches
- Input
- Scripting
- Conference
- Re-scripting
- Rehearsal
- Crowd Gatherers
- Site rehearsal
- Performance
- Follow-up/debrief

# Engaging Trade Show Ideas

- Technical talk
- Talk with Humor
- Skit
- Game Show
- Booth Host/Emcee
- Magic (Aisle or Stage)
- Trade Show 21
- Classroom
- 3D interactive (\$\$\$)
- Boxing Ring

# Re-engagement

Bad Speaker → Fresh Audience

# **Engage**

## **After a Break**



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# SUMMING IT UP

- Engage
- Inspire
- Educate
- Fun



- *Prepare* by understanding the company, speakers, and messaging to assure that the contribution is targeted to the strategic goals for the event.
- *Open* the event in a fun, upbeat, and highly interactive manner to set the tone to be consistent with the important themes.
- *Provide* personalized and entertaining introductions of speakers, segments and topics.
- *Maintain* a dynamic and engaging flow and pace to the activities and agenda.
- *Develop the emcees engagement specific to the needs*
- *Sustain* audience involvement & participation with high-energy.

# SUMMING IT UP

- Engage
- **Inspire**
- Educate
- Fun

- *Help* bring the messages to life in a fun way so people act on them and their commitment to execute is higher.
- *Supports* your clients' objectives, making the event better and their (your) job easier
- *People* enjoy the event like never before as they eagerly participate and interact and ultimately realize their full potential to perform.

# SUMMING IT UP

- Engage
- Inspire
- **Educate**
- Fun

- *Ideas* are brought to life and retained better since the people were actively listening.
- A LOT of the education is up to the client – we are delivery systems
- Engagement & Inspiration makes an audience enjoy themselves, participate, and therefore, remember the core messages long after the meeting is over.

# SUMMING IT UP

- Engage
- Inspire
- Educate
- **Fun**

Have

**FUN!**